

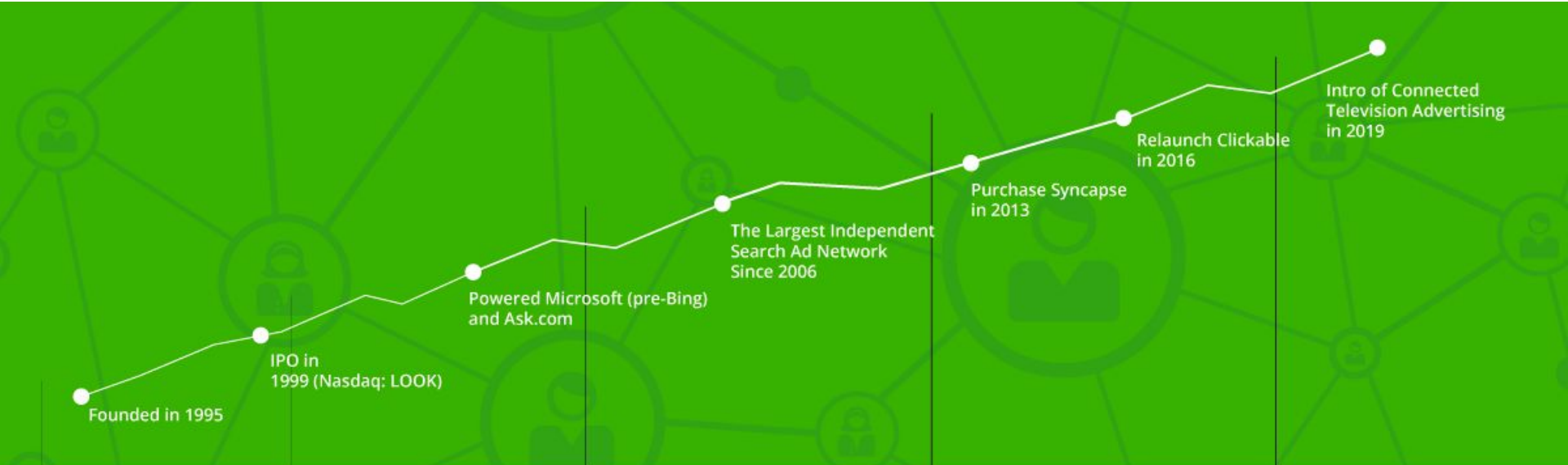
# looksmart

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LookSmart is the largest search network outside the major engines.



# Who is LookSmart?



## LookSmart Platinum Services



# Customers

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# Value Proposition

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More so today, search is happening outside the Google and Bing search engines– domain, toolbars, mobile aps, vertical searches etc.

01



There are 6 Billion monthly search queries on the Looksmart Network, outside the coverage of Google and Bing.

02



Looksmart drives new customers for the largest brands and their agencies with incremental search traffic.

03



Google and Bing do not let advertisers optimize by individual search traffic sources. **Looksmart** does.

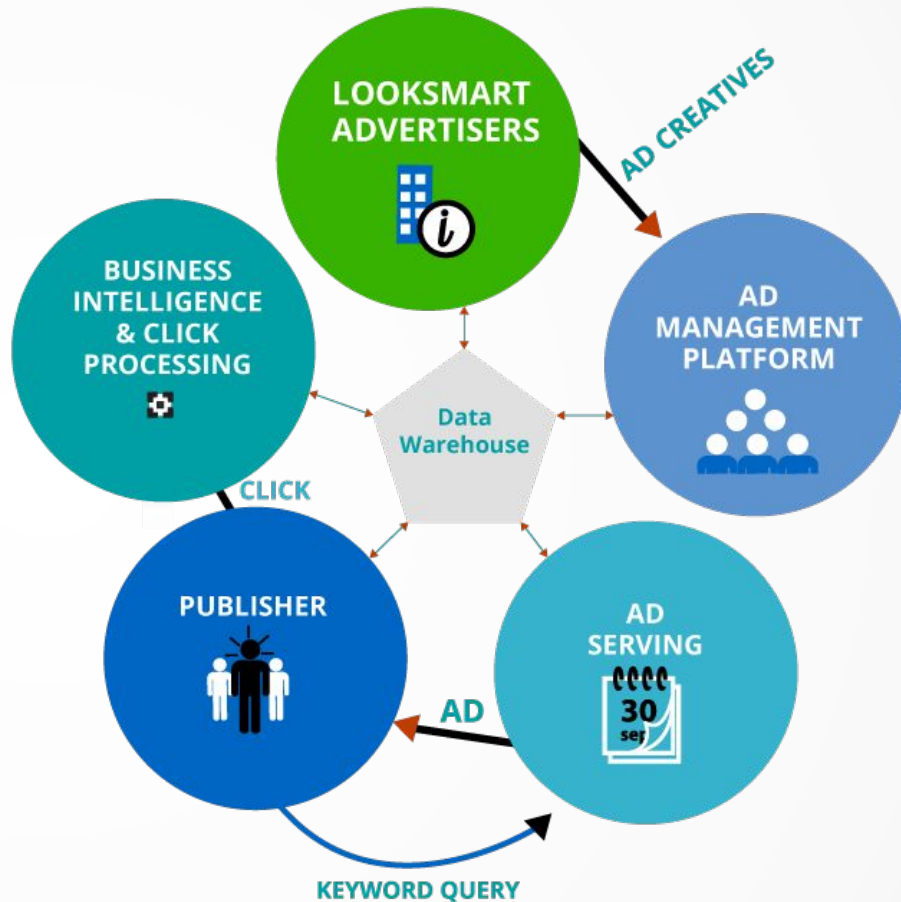
04

# Technology

## LookSmart Technology

Over \$100 Million Invested Capital

- Internet's PPC platform pioneers
- Original founding member of IAB
- Original member of click quality council
- Historically powered MSN Adcenter, Ask.com, Facebook's PPC platform in the past
- Delivers ads at the industry-leading speed of 25 milliseconds
- Internal click-filter and traffic quality technology perfected over 10 years



# Next Steps



Thank You!

looksmart

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